

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **16,911** listings, and you are subscribed to **43** channels. **19,492** of your properties have been viewed at least 1 time over the last 30 days. **20** of your brokers currently have a paid subscription to ListHub. You currently have **325** registered brokers using ListHub.

Terms are defined on the last page of this report.

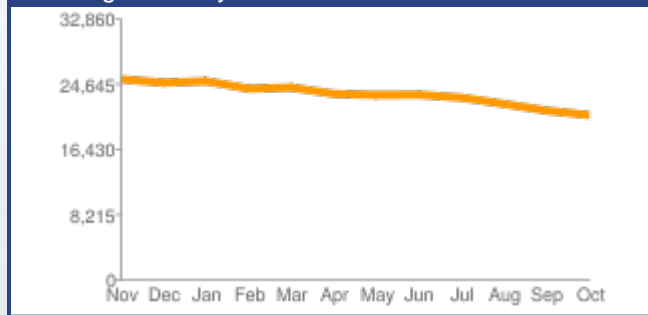
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	569,187	78.1%
2. Homes.com	64,588	8.9%
3. HotPads	49,711	6.8%

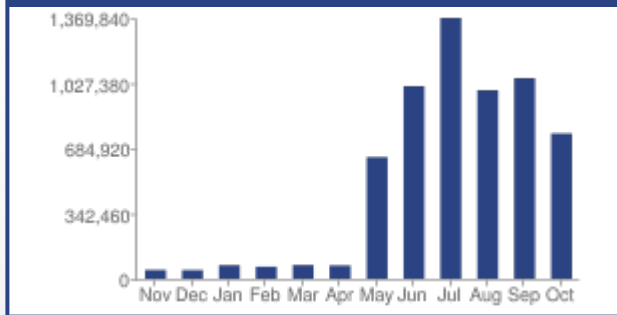
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	2,450	32.4%
2. Orange Park, FL	541	7.1%
3. Saint Augustine, FL	236	3.1%

→ Listing Inventory



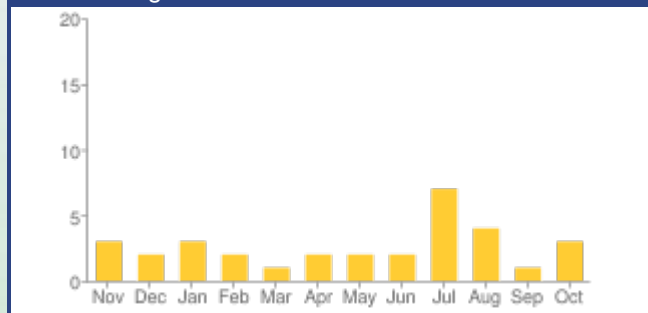
→ Number of Views - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Broker registrations



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
BETH GRIFFIN	9995	53	4,332	54	53	1st
RYAN L COURSON	15392	62	8,161	53	3	2nd
TANSY MOON	35672	9	9,923	10	5	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	571	38,930	612	531	1st
\$100K - \$200K - 3BR Residential - For Sale	1,915	53,923	409	25	2nd
\$1K - \$2K - 4BR Rentals - For Rent	285	22,346	352	300	3rd

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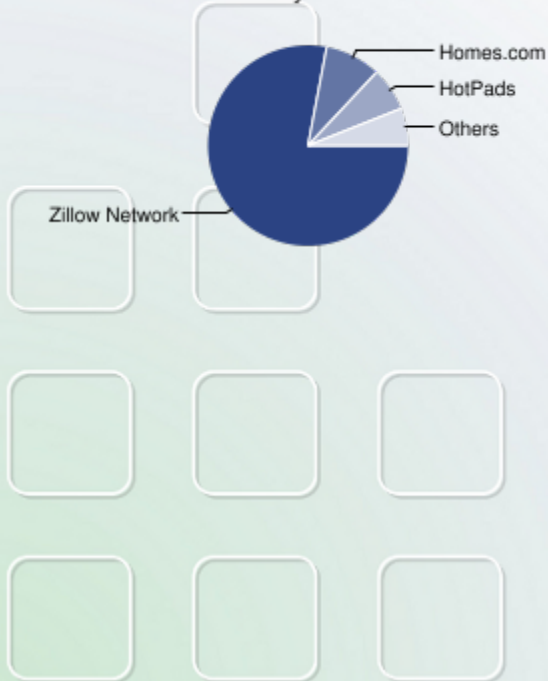
DETAILED ANALYSIS: CHANNEL COMPARISON CHART

This report shows a comparison of activity generated from your listings online.

Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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Views by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow Network	MLS-ALL	12,362	569,187	1,537	928	1
Homes.com	Opt-In	7,751	64,588	113	5	0
HotPads	MLS-ALL	12,480	49,711	1,221	701	649
AOL Real Estate	MLS-ALL	14,053	31,999	0	51	0
HomeFinder.com	MLS-ALL	13,133	8,404	518	7	0
RealtyStore	Opt-In	7,653	1,485	138	0	0
Keller Williams	Opt-In	714	789	0	0	0
USHUD.com	Opt-In	7,646	587	125	0	0
Foreclosure.com	Opt-In	7,653	464	24	0	0
CLRSearch	MLS-ALL	10,896	354	33	0	0
RealQuest Express	Opt-In	7,645	300	5	2	3
FreedomSoft	Opt-In	7,646	280	0	1	0
Harmon Homes	Opt-In	7,630	196	1	0	0
L2L Network	Opt-In	690	173	0	1	0
Property Pursuit	Opt-In	7,646	21	0	0	0
eLookyLoo	Opt-In	7,445	0	1	0	0
Gooplex	Opt-In	7,645	0	0	0	0
IAS Properties	Opt-In	7,645	0	0	0	0

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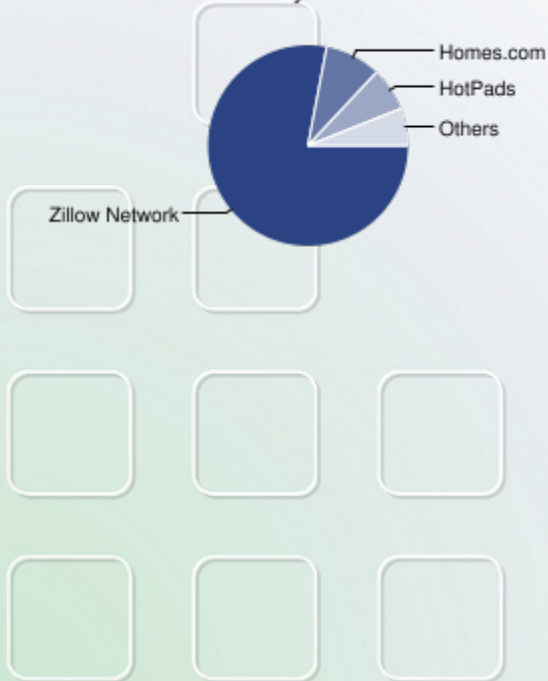
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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Views by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
RealtyTrac	Opt-In	7,675	0	88	0	0
Atlantic & Pacific	Opt-In	8	Not Provided	0	0	0
DataSphere	Opt-In	7,528	Not Provided	360	0	0
Enormo	Opt-In	7,710	Not Provided	21	35	0
EstateVantage	Opt-In	1	Not Provided	0	0	0
FrontDoor	MLS-ALL	11,088	Not Provided	211	0	0
Home2.me	Opt-In	7,641	Not Provided	0	0	0
Homes By Lender	Opt-In	6,574	Not Provided	0	0	0
HomeTourConnect	Opt-In	7,646	Not Applicable	0	0	0
HomeWinks	Opt-In	7,676	Not Applicable	0	0	0
HUD Seeker	Opt-In	7,641	Not Provided	1	0	0
LakeHomesUSA	Opt-In	7,747	Not Provided	170	0	0
LearnMoreNow.com	Opt-In	7,645	Not Applicable	0	0	0
LiquidusMedia	Opt-In	6,160	Not Applicable	0	0	0
MyREALTY.com	MLS-ALL	15,920	Not Provided	5	36	0
Oodle	MLS-ALL	13,110	Not Provided	144	0	0
Property Shark	Opt-In	7,656	Not Provided	1	0	0
RealEstateCentral	Opt-In	7,645	Not Provided	12	0	0

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DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

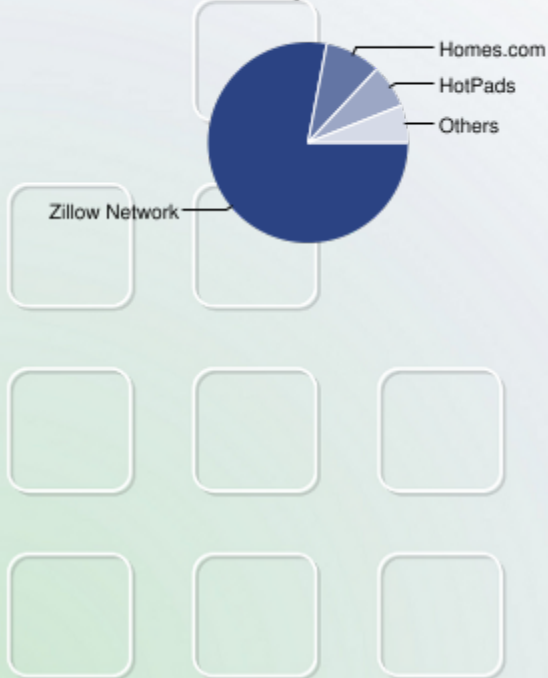
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→ How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Relocation.com	Opt-In	7,645	Not Provided	1	0	0
Showing Suite	Opt-In	40	Not Applicable	0	0	0
Trulia	MLS-ALL	12,512	Not Provided	2,283	2	2
TweetLister	Opt-In	7,646	Not Provided	0	0	0
Vast	MLS-ALL	13,064	Not Applicable	753	0	0
Organic	0	0	Not Applicable	14	0	0
Total	Not Applicable	Not Applicable	728,538	7,780	1,769	655

Views by Channel





Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PROPERTY CATEGORIES

This report shows the categories of your top listings ranked based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing Activity by Inventory Category

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	571	38,930	612	531	1st
\$100K - \$200K - 3BR Residential - For Sale	1,915	53,923	409	25	2nd
\$1K - \$2K - 4BR Rentals - For Rent	285	22,346	352	300	3rd
\$100K - \$200K - 4BR Residential - For Sale	915	39,307	338	14	4th
\$200K - \$300K - 4BR Residential - For Sale	767	38,507	252	5	5th
\$900 - \$1000 - 3BR Rentals - For Rent	156	12,217	237	218	6th
\$800 - \$900 - 3BR Rentals - For Rent	158	11,918	196	220	7th
\$200K - \$300K - 3BR Residential - For Sale	630	20,986	193	4	8th
\$100K - \$200K - 3BR Residential - Foreclosure	367	18,419	191	4	9th
\$100K - \$200K - 4BR Residential - Foreclosure	306	18,952	155	3	10th

There are an additional 625 inventory categories that are not shown.

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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

The shading on the map shows the relative number of consumers in each state that visited your properties online based on GIS coding.

GIS coding is technology used to geographically locate online consumers.

Terms are defined on the last page of this report.



→ Top States				
State	Visits		Inquiries	
	Total	Percent	Total	Percent
Florida	4,822	65.8%	45	76.3%
Georgia	626	8.5%	0	0.0%
New York	198	2.7%	0	0.0%
Virginia	143	2.0%	2	3.4%
California	140	1.9%	2	3.4%
New Jersey	129	1.8%	1	1.7%
Texas	107	1.5%	0	0.0%
Pennsylvania	103	1.4%	1	1.7%
Ohio	89	1.2%	2	3.4%
North Carolina	76	1.0%	1	1.7%
Illinois	66	0.9%	0	0.0%
South Carolina	66	0.9%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	2,450	32.4%	17	27.9%
Orange Park, FL	541	7.1%	20	32.8%
Saint Augustine, FL	236	3.1%	0	0.0%
Atlanta, GA	210	2.8%	0	0.0%
Ponte Vedra Beach, FL	129	1.7%	0	0.0%
Atlantic Beach, FL	125	1.7%	1	1.6%
Middleburg, FL	98	1.3%	0	0.0%
Gainesville, FL	94	1.2%	0	0.0%
Orlando, FL	88	1.2%	0	0.0%
Chorley, United Kingdom, United Kingdom	71	0.9%	0	0.0%
Jacksonville Beach, FL	61	0.8%	0	0.0%
Palm Coast, FL	60	0.8%	0	0.0%

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EXPLANATION OF TERMS

→ Explanation of Terms

Agent ID - Each agent has a unique user ID per MLS and per office. Since it is possible for some agents to hold more than one agent ID, the ID is included for the purpose of distinction.

Channel labeled "Organic" - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, such as when the consumer searches for a specific property address in a search engine and is taken directly to the property page.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing (for example the ListHub hosted property page or property page on the brokerage Web site).

Inquiries - an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the channel Web site. This would result in the broker/agent receiving an email with a return email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and reported under "Inquiries".

Listing Count - the number of active listings that each agent has on the date of the report, or the number of active listings in a property category on the date of the report.


Listing Inventory - the total active listings that are being pulled from the MLS each month.

Not Applicable - This indicates that the Web site does not include the feature that would generate metrics in this category. For example, some channel Web sites do not have a property detail page for each listing, and therefore the ListHub reports would not display "views" for that site.

Not Provided - This indicates that the Web site does not provide this category of data to ListHub for inclusion in the reports.

Performance Rank - ListHub uses unique algorithms to determine the performance of listings within certain property categories as well as the performance of listings for each agent. This algorithm factors in the number of listings, the number of visits/click-throughs, and the number of inquiries.

Property Views - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the Internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.

 - Indicates that the traffic reported by the site includes traffic from mobile applications.